COVERAGE OF SOCIO-ECONOMIC AND POLITICAL ISSUES RELATED TO MUSLIMS – A COMPARATIVE STUDY OF KANNADA AND URDU DAILIES

Post Doctoral Research

In

JOURNALISM AND MASS COMMUNICATION

(Scheme of the Dr. S. Radhakrishnan Post doctoral Fellowship in Humanities and Social Sciences (including languages)

A Report

SUBMITTED TO

ज्ञान-विज्ञान विमुक्तये

UNIVERSITY GRANTS COMMISSION, NEW DELHI

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No.F.25-1/2015/DSRPDFHS-2015-17-GE-KAR-5547/(SA-II)

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VIJAYAPURA - 586 108

2020

Recommendations:

1. After analyzing the coverage of Muslim issues among both Kannada and Urdu leading newspapers, the most important result of the study that the Kannada newspaper has a huge opportunity to improve the coverage of Muslim related issues. Kannada newspapers play a crucial role in the process of development of all the group of the society. The stories about various Muslim related issues should be increased in the newspapers for more publicity. Media should improve the quality and quantity of the positive coverage of Muslim issues. Based on the present research following are the recommendations.
2. Majority of the studies covered western countries, Muslim countries and Muslim media, while other language media have been neglected and lack of comparative research and dearth of research on print, electronic and online media. Other than Urdu language newspaper should increase the space for Muslim issues and have to give importance in the front pages.

3. The research found that most of the studies reported the themes of war, terrorism which tends to be negative formation of Muslims in media, while Islam is portrayed as a violent religion in mainstream newspapers. Media tend to portray the Muslim and Islam in a positive way more than the negative stories.

4. The media is a more significant means of information to the public it moulds the public opinion, attitudes, behavior and influences the national discourse and generates the stereotypes. The media sustains stereotypes, such as associating welfare with racial and religious bias and has an enormous impact on the development of racial attitudes. The present research suggests that the way in which minorities are portrayed in the media impacts the people's perception, attitudes and behaviors towards minorities.

5. Media should provide information on Government schemes for minority's development. Information related to education, self employment, training, scholarships, fellowships, welfare schemes.

6. Print media has tremendous power to influence public opinion and due to its immense capacity, it can assist in resolving various issues through giving proper coverage to socio-

economic and political issues related to minorities. There is a dominant perception amongst Muslims that the media does indeed portray them and their religion in an inaccurate and derogatory manner. Many news stories about Islam and Muslims in the media today are inherited. So media has to cover more of Muslim issues.

7. It is the need of great importance to take certain positive measures to restrain the Muslims deficiencies in the areas of education, economics and politics and media should give more coverage to these issues.

8. Media organizations or education institutions should conduct workshops on to create awareness on Media Literacy among the journalists for coverage of minority issues.

9. Media institutions should employ the minority ethnic journalists. The diversification of media persons may solve many of the problems in so far as misrepresentation is concerned. Hence sensitive training and education about Islam and Muslims should provide to journalists, editors and other media persons to facilitate mutual understanding.

10. Representation of Islam and Muslim success stories are rarely highlighted in the media. Especially the mainstream media is not covering these issues. Media should cover Muslim and Islam related success stories.

11. The government and media organization should consult with scholars/researchers that are qualified to give declaration and statement about the validity of portrayal or discussions about Muslims to provide effective critiques. Media organizations try to understand Muslim views and give opportunity to express them.

12. Media coverage of Muslim and Islam in news has negative slant, according to an analyses of newspapers, which concludes that news stories in the Kannada newspapers are contributing Islamophobia. The media needs to make sure that it provides balanced reporting of Islam and Muslims.

13. Media should address the misconception held by non-Muslims about Islam and the misconception of Muslims about the non-Muslim majority.

14. Religious political, economic and social related news have been relayed in the media. Therefore, it is suggested them to cover news in neutral sense and educate the people about the true value of Muslims to eradicate the negative image of Islam and Muslims.

15. Muslim intellectuals must better explain Islam by writing articles, books or participating in discussions, giving lectures. Mainstream media must invite these intellectuals to answer the questions about Islam and Muslims social economic and political condition in India and others countries.

16. The recommendations listed above are not comprehensive or particularly concrete. However they do point issues raise through the analyzes of the selected four newspapers that require journalists if they to democratic and human rights values to change how they work and what they provide.

Conclusion:

"Religion in India is portrayed by an assorted variety of strict convictions and practices. India is a common state with no state religion. The Indian subcontinent likewise contains the biggest populace of Muslims on the planet, with around 33% of all Muslims being from South Asia. Media assumes a significant job in making the picture of Muslims in India". There is a critical contrast in surrounding the Muslim issues in Kannada and Urdu dailies. Financial backwardness and political disengagement have offered ascend to some significant inquiries to the extent minority network is concerned. Following seven many years of freedom, Muslims in India are falling behind as far as Socio-economic condition and political portrayal contrast with other network.

This study attempts to explore the coverage of Muslim issues in the newspaper. The study shows that Kannada newspaper is not giving proper space or coverage to Muslim issues, whereas Urdu newspaper is giving positive and proper coverage to Muslim issues. The result shows that the Kannada newspaper is giving extremely less space to Muslim issues and Urdu paper is covering more issues or it is allocated a decent space to the Muslim issues. As we realize that the Urdu is the language of Muslims so a large portion of the Muslims read Urdu paper and Urdu newspaper has a limited reach and a

considerable lot of the Muslim don't have the foggiest idea about the Urdu language and the issues identified with Muslims isn't coming to the a few Muslims and non-Muslims individuals. In Kannada paper Muslim issues is disregarded and on the off chance that it is distributed they depicted them in a negative manner. It is found from present research that, while comparing the socio-economic and political issues in four selected newspapers, as usual Kannada newspapers is giving less space to Muslim socio-economic and political issues compare to Urdu newspapers. The media is incessantly labeling Islam as a religion that breeds terrorism and violence and Muslims as terrorists. Muslims tend to be negatively framed, while Islam is dominantly represented as a violent religion.

Major findings:

1. The study found that all the selected newspapers have given more space to editorial content than the advertisement. It is important to note that the percentage of the space is according to the total print area of the newspaper which is not uniform in terms of square centimeter. It indicates that among all the newspaper Salar (Urdu daily) has published very less number of advertisements when compare to other three newspapers. Salar newspaper has allotted more space (97.16%) to editorial content, followed by Sahara (83.84%), Vijay Karnataka (70.45%) and Prajavani (64.15%). With respect to the coverage of advertisements Prajavani (35.85%) has published more advertisements followed by Vijay Karnataka (29.55%), Sahara (16.16%), Salar (2.84%). The Prajavani, as one of the leading dailies mirroring public opinion. It covers the urban and rural areas uniformly. It has won state award for excellence in printing and designing successively for five years.

2. The results of the total coverage of major categories in all the selected newspapers. It shows that majority of the space (15.50%) is allotted to Political issues, followed by Sports (13.42%), Religion (10.33%), Government (7.08%), Corruption and Crime (7.01%), Education, Controversy and Protest, Art, Culture and Literature, Development, Others issues covers, Business and Commerce, Science and Technology, Judiciary, Accident and Disaster, Terrorism, Health, Weather and Environment, Film and Entertainment, Historical and very less space is allotted to Agriculture, Obituary. The finding shows that in all the newspaper the issues like science and technology, Environment, Agriculture and Health

coverage is very less. However issues like political, Sports, Government, Corruption and Crime get more coverage in terms of both space and items. Whereas, it is fact that all the mainstream newspapers publish separate supplements on Agriculture, Health, Science and technology to give wider coverage to these issues.

3. The research examines the major categories of articles published by the sample newspapers. It is found that Kannada newspapers has allotted majority (21.22%) of the space to Political related articles, while Urdu newspapers has given (36.83%) of the space to religious articles. A news article discusses current or recent news of either general interest or of a specific topic. It provides deep and widespread overview on any topic requiring mass attention.

4. The coverage of different major categories by all the selected newspapers showed a significant pattern of Editorial examines that Kannada newspapers rendered maximum coverage to Political (21.04%), while Urdu newspapers has given a large space to Political (27.58%) related editorial. The reason for these findings might be that the Indian newspapers exert a significant influence on politics.

5. The study shows that among all the categories Political related letters were published more (16.13%) in selected Kannada newspapers and Urdu newspaper has given majority of the space (22.95%) for letters to editor is allotted to Government. Letters to editor related to Political and government were published more in both the newspaper.

6. It is observed from the study that selected Kannada and Urdu newspapers has given more space to photos related to Sports followed by Political. Most newspapers use a combination of words and pictures to tell the news. A strong news picture has to be about the news; it has to be about something which is new, unusual, interesting, significant. To that extent it is no different from a news story.

7. The study indicates the coverage of Muslim issues and non-Muslim issues comparative by all the selected newspapers. Out of the four newspapers Salar newspaper has given more space to Muslims issues (68.99%), followed by (42.55%), Prajavani (2.94%) and Vijay Karnataka (1.85%) of the space to Muslim issues. With reference to the non- Muslim issues Vijay Karnataka newspaper has allotted (98.15%), followed by Prajavani (97.06%), Sahara

(57.45%) and Salar news paper has allotted only (31.01%) to non-Muslim issues. The results show that Urdu newspaper covered more Muslim related issues than non-Muslim issues. Whereas the both the Kannada newspapers has given more space to non-Muslim issues than Muslim issues. Among the Kannada newspaper Prajavani has covered more Muslim issues than Vijay Karnataka.

8. The result reveals the comparison of Muslim issues in Kannada and Urdu newspaper, the Z-test is employed to test significant difference among Kannada and Urdu newspapers in publishing Muslim issues. The finding reveals that there is a significance difference between Kannada and Urdu newspaper in publishing Muslim issues. The Urdu newspaper has published more number of news (92.48%) compared to Kannada newspaper (7.51%). The reason might be that a majority of the Muslims read Urdu newspapers because it is seen as a communal language for Muslims. This indicates that Kannada language were lack in the coverage of Muslims and Islam.

9. The study found the coverage of major issues on Muslims found that majority of the space (38.87%) allotted to News, followed by Photos (33.42%), Articles (25.16%), Editorials (1.46%) and Letters to editor (1.09%). The findings show that all the newspaper has provided more space to news related to Muslims when compared to other forms. News is information about a recently change situation or an event about a country's political, economic situation, sports, entertainment, trade and commerce etc and it provide information and general knowledge to a vast readers.

10. The finding shows that both the selected Kannada newspapers were given more than half of the space (58.39%) to terrorism issues related to Muslims. The coverage of Muslims in Kannada newspapers likely to be negative, the representation of Muslims is stereotypical in news; the Muslims were portrayed as the enemy. The study also reveals that the selected Urdu newspapers were given more space (43.49%) to religious issues, followed by education, art, culture, literature and political issues. Terrorism got fifth position in Urdu newspapers. It shows that Urdu newspapers were portraying Muslims in a positively than Kannada newspapers.

11. The coverage of socio-economic and political issues related to Muslims in all the selected newspaper shows that more than half of the space (58.30%) is allotted to social issues, followed by Miscellaneous (32.94%), Terrorism (4.79%), Political (3.60%) and very less space (0.38%) is given to Economical issues. When compare to Kannada and Urdu newspapers it is found that Kannada newspapers has allotted maximum space (56.48%) to terrorism issues related to Muslims, followed by social, economic and political issues and Urdu newspaper has given more space (59.41%) to social issues related to Muslims, followed by miscellaneous, political and terrorism stands in fourth position. The economic issues related to Muslims in Urdu newspaper were neglected.

12. The study found that compare to other social issues of Muslims, religion (35.15%) receives a lot of attention from the selected mainstream newspapers, as followed Articles (20.37%), Crime and corruption (13.72%), Education (12.02%), Art and Culture (9.67%), Judicial (1.50%), Controversy (1.49%), Government (1.41%), Letters to editor (1.04%), Health (0.92%), Editorial (0.91%), Development (0.83%), Historical (0.45%), Obituary (0.34%) and Film/Entertainment issues covered (0.19%).

13. The result reveals the economic issues related to Muslims in all the selected newspapers. It reports that (26.58%) of the space is allotted to Employment, which was followed by Articles (13.30%), Government Schemes (12.92%), Business and Commerce (12.28%), Controversy (10.58%), Agriculture and Corruption (6.61%), Development (6.02%), Editorials (3.91%) and Letters to editor (1.18%).

14. The findings reveal the coverage of political issues related to Muslim in all the selected newspapers. It shows that political Controversy got highest coverage (33.48%), followed by Articles (15.81%), Election (15.79%), Government Administration (11.95%), Development (6.69%), Editorial (5.47%), Letters to Editor (4.05%), Government Policy (3.74%), Panchayat (2.38%) and Political Bills (0.63%).

15. The study examines the comparison of space given to Muslim terrorism and non-Muslim terrorism issues in selected Kannada and Urdu newspapers. It shows that (69.50%) of the space in Urdu newspapers is allotted to Muslim terrorism and (30.55%) percent (N=21851.7 sq cm) space is allotted to non-Muslim terrorism issues. With respect to Kannada newspaper

a great majority of the space (65.91%) is given to Muslim terrorism issues and (34.09%) is given to non-Muslim terrorism issues. The findings shows that in all the newspapers Muslim terrorism issues were published more compare to other terrorism issues.

16. The research shows the space allotted to terrorism issues by all the selected newspapers. It is found that among the total space (70.74%) is allotted to Muslim terrorism by Vijay Karnataka newspaper and remaining (29.26%) is allotted to non-Muslim terrorism issues. While Sahara newspaper has given (69.73%) space to Muslim terrorism and only (30.67%) space to non-Muslim terrorism issues. Sahara newspaper has allotted majority of the space (69.33%) to Muslim terrorism and (30.67%) space is allotted to non-Muslim terrorism issues. Whereas, Prajavani newspaper has allotted (60.22%) of the space to Muslim terrorism and (39.78%) space is allotted to non-Muslim terrorism issues. The results of this table reported that among all the selected newspaper Vijay Karnataka has allotted nearly three fourth of the space to Muslim terrorism issues than non-Muslim terrorism issues.

17. The data regarding the placement of the Muslim issues in front and other pages of all the selected newspapers. The Z test is applied to the data and P-value (0.0001) is found to be significant at 5 percent level. This indicates that there is a significant difference in terms of Muslim issues in front page and other pages of the newspaper. The first page is a very much considered augmentation of the qualities and topics that a paper needs to impart to its intended interest group. It is frequently observed as the significant selling purpose of the paper since it draws in the potential peruses to purchase the paper and read further. When we go through the news items published by all the newspapers there is very less number (5.28%) of news items related to Muslims were published and (94.72%) of the news items related to Muslims were published in the other page of the newspapers.

18. The study examines the Muslim issues published in the front page and other pages of all the selected newspapers. It shows that Salar newspaper has published more number of items (50%) related to Muslims in the front page, followed by Sahara (37.17%), Prajavani (8.55%) and Vijay Karnataka (4.28%). It is found that both the Urdu newspapers has given good coverage of Muslim issues in front page compare to selected Kannada newspapers. ANOVA test is applied to know the uniform in terms of coverage on Muslim issues. It reveals that H_0

is rejected because f (calculated) > F (table) at 5% level of significance. H_0 is rejected in both cases means, pages are not uniform in coverage of Muslim issues and the newspaper too reveals the same.